

Entry Form:

**Communicating the Future: Best Practices in Communicating
Science and Technology to the Public, Sept. 23-25**

Send completed submission to: Rick Borchelt
Director of Communication
Office of Science, SC-5
U.S. Department of Energy
1000 Independence Ave., S.W.
Washington, D.C. 20585
Fax: (202) 586-7719

Please mail any [supplementary materials](#) to the above address and include the project coordinator's name and phone number.

All submissions and any supplementary materials must be postmarked by July 1, 2001.

Project coordinators selected to present their "best practice" at the conference will receive a \$750 travel/lodging stipend, free conference registration (\$100 value) and publication of their paper in the conference proceedings and on the Best Practices website. All submitters will be notified by email if their paper has been selected or not by August 1, 2001.

Title of project, campaign, or ongoing communication program:

Name and contact information of coordinator or organizer:

Name: _____

Address: _____

Phone: _____ Fax: _____ Email _____

Duration of the project, campaign, or program _____

Cost (include an annual cost if on-going) _____

Audience targeted _____

Entry category (check only one)

- ☐ Direct to Consumer Programs
- ☐ Scientist-based Programs
- ☐ Programs for General Media
- ☐ Programs for Specialized Media
- ☐ Programs for Legislators and Opinion Leaders
- ☐ Programs intended for Children (outside of classroom instruction)

Name of organization(s) that sponsored this communications project, campaign, or program : _____

Type of organization(s) (check all that apply)

- _____ university/college
- _____ government agency
- _____ corporation
- _____ web-based enterprise
- _____ museum
- _____ other non-profit organization
- _____ other _____

Please provide a narrative description of the project, campaign, or ongoing program (500 words or fewer)

Your description should answer all the usual journalistic questions--who, what, when, where, and why -- as well as highlight those elements of the project, campaign, or program that you believe are easily adaptable to other organizations. The communications effort described must include substantive science or technology content.

Supplementary material

Additional material such as news releases, videos, newsletters, web site addresses, photographs, summary reports or other items associated with the project, campaign, or program may be attached or sent separately to accompany the submission. (Please be reasonable. If it won't fit in a medium-sized Fed Ex box it's probably more than we need.) Entries, including supplementary materials, will not be returned.

Was there a systematic effort to collect information about audiences or communications media (formative research) prior to the start of the project, campaign or program? If so, please describe this effort.

Was there a systematic effort to evaluate the effectiveness of the project, campaign, or program (evaluative research)? If so, please describe this effort.

For questions about the conference or about submitting entries contact:
Rick Borchelt, Office of Science, U.S. Department of Energy
202-586-6702, Rick.Borchelt@science.doe.gov or
Gail Porter, National Institute of Standards and Technology,
301-975-3392, gail.porter@nist.gov